

ORDER



Orders
Order / Rev: 719300
Alt Order #: 06358451
Product Desc: OBAMA SCHED C
Estimate: 1904
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/28/12 / 10/16/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	41	\$54,200.00	\$46,070.00
10/22/12	10/28/12	12	\$9,200.00	\$7,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$63,400.00	\$53,890.00	0.00
Totals	53	\$63,400.00	\$53,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/16/12	10/22/12	10-11a	CM	10-11a	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	0	\$0.00
Let's Make a Deal															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	10/16/12-10/22/12		10-11a	10-11a		MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 14.2,14.3															
[Oversold to higher priorities]															
2	NUSA	10/16/12-10/22/12		10-11a	10-11a		MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 14.2,14.3															
[NA/LUR]															
3	NUSA	10/16/12-10/22/12		10-11a	10-11a		MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 14.2,14.3															
[Oversold to higher rates]															
4	NUSA	10/16/12-10/22/12		10-11a	10-11a		MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 14.2,14.3															
[Oversold to higher priorities]															
5	NUSA	10/16/12-10/22/12		10-11a	10-11a		MTWThF----	:30		(\$450.00)		0.00	NM		
See MG 14.2,14.3															
[Oversold to higher priorities]															
E 2	WUSA	10/16/12	10/22/12	Price Is Right	CM	11a-12p	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	0	\$0.00
The Price is Right															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$850.00		0.00				

Order / Rev: 719300
 Alt Order #: 06358451
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1904

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WUSA	10/16/12	10/22/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
E 13	WUSA	10/21/12	10/21/12	CBS Evening News Sun CBS Evening News	CM	6-630P	-----S	:30	1	\$600.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$600.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WUSA 10/15/12-10/21/12 CBS Evening News Sunday 6-630P -----Su :30 (\$600.00) 0.00 NM See MG 14.2,14.3 [NA due to NFL]															
E 14	WUSA	10/21/12	10/21/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$400.00	P-3	0.00	NM	2	\$7,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S 1 \$400.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WUSA 10/15/12-10/21/12 9 News @ 630p Sun 630-7P -----Su :30 (\$400.00) 0.00 NM See MG 14.2,14.3 [N/A] 2 WUSA 10/21/12-10/21/12 Sun Prime D 10-11P -----Su :30 \$7,000.00 0.00 NM MG for 13.1,1.2,1.4,1.1,1.5,1.3,2.5,2.1,2.2,2.4,2.3,14.1 3 WUSA 10/18/12-10/18/12 6-7a 9 News @ 6a 6-7a ---Th----- :30 \$500.00 0.00 NM MG for 13.1,1.2,1.4,1.1,1.5,1.3,2.5,2.1,2.2,2.4,2.3,14.1															
E 15	WUSA	10/16/12	10/22/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/16/12 10/22/12 MTWTF-- 5 \$1,800.00 0.00															
E 16	WUSA	10/16/12	10/16/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -T----- 1 \$14,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WUSA 10/15/12-10/21/12 Tue Prime A 8-9P -T----- :30 \$14,000.00 0.00 NM															
E 17	WUSA	10/20/12	10/20/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 -----S- 1 \$2,500.00 0.00															
													Totals	53	\$63,400.00